

From: ["Brooks, Karl" </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE:GROUP \(FYDIBOHF23SPDLT\)/CN=RECIPIENTS/CN=78AC91F4DB6D44F58424B504D5AA3C7D-BROOKS.KARL>](mailto:Brooks.Karl@EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE:GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=78AC91F4DB6D44F58424B504D5AA3C7D-BROOKS.KARL)
To: [Whitley](#)
[Christopher:](#)
CC: [Thomas](#)
[Hattie:Hague](#)
[Mark:](#)
Date: 11/8/2013 10:23:59 AM
Subject: RE: Information request

Thx, Chris. I will send him short email today thanking him for his interest in further discussing and indicating Julie will reach out next week to find time when he and I can chat in a bit more detail about the agency's objectives. I'll include 1 or 2 of our W/L team in that call.

Cheers,

Karl Brooks
Regional Administrator
EPA Region 7
913-551-7006

From: Whitley, Christopher
Sent: Friday, November 08, 2013 9:58 AM
To: Brooks, Karl
Subject: Fw: Information request

Resending...previous attempt through Blackberry failed.

From: Whitley, Christopher
Sent: Friday, November 08, 2013 10:55:48 AM
To: Karl Brooks; Thomas, Hattie; Hague, Mark; Tapia, Cecilia; Hammerschmidt, Ron
Subject: Fw: Information request

FYI. To assure everyone, I have made no commitments to Mr. Ropeik beyond expressing Karl's interest in discussing some ideas with him.

From: David Ropeik <dpr@dropeik.com>

Sent: Thursday, November 07, 2013 7:51:11 PM

To: Whitley, Christopher

Subject: Re: Information request

Chris,

I'm flattered that you and Dr. Brooks are interested in my input regarding the West Lake site, and I would be delighted to help. I did a bit of reading, and it seems that your challenge now is more profound than simply a matter of risk communication to get people to understand and accept the facts about the risk of radiation. This conflict is clearly about how people feel about the facts. The challenge now for the EPA is one of *risk relationship management*. Let me explain.

Risk communication is generally thought of as messages that get people to see the facts the way you want them to. That is an outmoded and largely unsuccessful approach to dealing with risk controversies like West Lake (an approach that actually began around radiation issues in the 1970s, when people in the nuclear industry and nuclear regulatory communities were frustrated by people's irrationally excessive fear of radiation and funded social science research to explain those fears and design ways to communicate the facts in order to get people to calm down and "be more rational".) A more modern and effective approach to risk communication is to think of it holistically as *risk relationship management*. This begins with an acceptance of the innately subjective and emotional way we all perceive and respond to risk. *Risk relationship management* uses the extensive research on risk perception psychology to identify the specific factors that explain why people feel the way they do about the issue. Those insights help you develop *actions*, as well as messages, that deliver your information in a way that demonstrates a sincere respect for those feelings, and specifically addresses the unique psychological factors contributing to those feelings. The goal is to build trust (or at least diminish mistrust) which increases the likelihood that your information will influence people's views and behaviors, and builds more constructive relationships, which facilitates progress generally.

I would love to help not only with the communication about the biological risk of radiation, but with the broader risk relationship challenge that you face with the West Lake site. I am free in the mid-December time period you mentioned. I look forward to hearing from you and Dr. Brooks and figuring out how I can contribute.

Sincerely,

David Ropeik

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David Ropeik

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<http://bigthink.com/blogs/risk-reason-and-reality>

On 11/7/13, 3:35 PM, "whitley.christopher@epa.gov" <whitley.christopher@epa.gov> wrote:

> Information requested by:

>

> name : Chris Whitley

> email : whitley.christopher@epa.gov

> phone : 913-551-7394

> comments : David, I'm a Public Affairs Specialist with the U.S. Environmental

> Protection Agency in Lenexa, Kan. I'm inquiring on behalf of my Regional

> Administrator, Karl Brooks: Would you have time available on your schedule to

> spend 2-3 days working with us in Kansas City and St. Louis on a specific risk

> communications issue related to a Superfund site?

>

> 2013-11-07 15:35:16

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